

BoohooMan App redesign - MoSCoW Approach

Group Members:

Aniket Vaman Navale - 002471478

Omkar Vaity - 002836207

Anirudh Maheshwari - 002851954

Nilraj Mayekar - 002866076

Rahul Prabhu – 002853449

User Story Title	User Story Description	Priority	Notes
E-Commerce Purchase Flow	Enables adding products to the cart and completing a purchase online, allowing for direct shopping on the Boohoo Man website.	Must Have	Includes product selection, shopping cart, checkout, and payment integration. Supports multiple payment methods. Guest checkout option. Order confirmation.
Improved Product Search & Filtering	Users can search products by uploading or capturing an image and filter efficiently using multiple attributes like size, color, material, and style.	Must Have	Multi-filter selection. Autocomplete suggestions. On image search functionality user can see “Recently Viewed” & “Similar Products” sections.
Mobile-Responsive Design	Ensures a seamless shopping experience across all devices, with optimized navigation and fast-loading pages.	Must Have	Fully responsive UI. Mobile-first design. Easy tap-friendly buttons.
Personalized AI-Powered Recommendations	Users receive AI-driven product recommendations based on browsing and purchase history.	Must Have	“Style Inspirations” showing outfit suggestions. Dynamic homepage banners.
Streamlined Checkout Process	Users should be able to complete their checkout within minimal steps to avoid cart abandonment.	Must Have	Reduce checkout steps from 5 to 3. One-click payment options (Apple Pay, Google Pay, PayPal). Save multiple addresses & payment methods.
Promo Code Search	Users should be able to search for and apply a promo code during checkout in order to redeem discounts and reduce total cost easily.	Must Have	Promo code field should be easily accessible and visible. Implement auto-apply for best promo code to enhance user experience. Provide real-time validation to inform the users

Engaging quiz for Rewards and Coupons.	Users will be able to participate in quizzes and by answering questions they will be able to earn rewards, discounts or coupons based on performance.	Should Have	Quiz should be easy to access and visible from the home page itself. It should be a timed quiz with limited questions and based on the number of questions answered the discount coupon will be generated. Include a copy button for reward code to copied easily on a clipboard.
Enhanced Sizing & Fit Guidance	Users can find accurate sizing using AI-driven recommendations and user-generated fit reviews	Should Have	AI-powered size guide. "Fits True to Size" user ratings. Virtual fitting tool
Chatbot for style recommendations	User will have access to chatbot which will recommend style and fashion products as per search and user preferences.	Should Have	Integrate the bot in the app for efficient and easy access. Users can interact with the AI bot to further modify their recommendations and fashion style. Will also provide customer care and 24/7 live support.
Wishlist & Save for Later Feature	Users can save products for future purchases without adding them to the cart.	Should Have	Persistent wishlist across devices. Price drop notifications for saved items.
Social Shopping Integration	Users can share their shopping carts or wishlists with friends for feedback before purchasing	Could Have	Shareable wishlist links. Group shopping feature with live chat.
Augmented Reality (AR) Try-On	Users can virtually try on clothes using AR technology before purchasing.	Could Have	Camera-based fitting preview. AI-powered size suggestions based on body scans.
Loyalty & Rewards Program	Users can earn rewards and discounts for repeat purchases through a loyalty program	Could Have	Points-based system for every purchase. VIP perks for frequent buyers
Trend updates notification button	User will have access to a notification button for the exclusive drops available in store	Could Have	Send notifications to the user for the exclusive drops that they are interested in. Timely and tailored updates based on user's interests in products and fashion.

Blockchain-Based Secure Transactions	Uses blockchain for enhanced security and transparency in payments and order tracking	Won't Have	Complex implementation. Not a high-priority user need
NFT Fashion Items	Users can purchase and showcase exclusive digital fashion items as NFTs	Won't Have	Niche market. Low impact on mainstream users. Future potential in Web3 fashion
Metaverse Shopping Experience	Users can shop in a 3D virtual store, trying on clothes via avatars in a metaverse environment.	Won't Have	Requires significant development investment. Not yet mainstream